

Subject: Hooray for Hollywood
From: "Bud Ovrom" <LADBS.Newsletter@lacity.org>
Date: 10/05/2012 05:52 PM
To: "duckworth.donald@gmail.com" <duckworth.donald@gmail.com>



**Volume III,
Issue 4,
October 2012**

Also available on
the Web at
www.ladbs.org



**Special Points
of Interest**

*For general
information and
inspection
requests, please
call 3-1-1.*

*Click here for a
copy of our [2011
Performance
Enhancement
Program](#)*

**Inside This
Issue**

[Emerson College](#)

[Universal City
Broadcast Center](#)

**LADBS
Construction
Service
Centers**

Downtown
201 N.

Message from the General Manager

First Quarter Statistics

All of our key metrics continue to show **double digit growth** as of the end of the First Quarter (see chart below)!

Total new construction is **up 35%**, our **highest First Quarter** in 4 years!

Plan check revenue, **our best indicator of future construction**, is **up 14%**.

Total Revenue is **up 15%**, our **highest First Quarter** in 6 years!

Housing starts are **up 10%**, and still the leading sector.

The Fiscal Year is still young but these are certainly encouraging early indicators.

Figueroa
Street
Los Angeles,
CA 90012
(Figueroa
Plaza)



West Los Angeles

1828 Sawtelle
Blvd.
2nd Floor
Los Angeles,
CA 90025

South LA

8475 S.
Vermont Ave.
2nd Floor
Los Angeles,
CA 90044

Van Nuys

6262 Van
Nuys Blvd.
2nd Floor,
Room 251
Los Angeles,
CA 91401

San Pedro

638 S. Beacon
Street
Room 276
San Pedro,
CA 90731

Counter Hours:

Monday,
Tuesday,
Thursday,
Friday: 7:30
am - 4:30 pm
Wednesday:
9:00 am - 4:30
pm
* San Pedro &
South LA
offices are
closed
between noon
- 1:00 pm daily

For
Information
you call:
3-1-1 (Inside
LA City) or
(213)
473-3231

Hooray for Hollywood

Red Line is 21st Century transportation backbone for entertainment sector.

During Mayor Villaraigosa's first term, when the City was in a historic building boom, Hollywood was one of the primary economic engines. Major projects included the \$600 million W Hotel and Residences, CIM's repositioning of Hollywood and Highland, including the Cirque du Soleil and the adjacent Madame Tussaud's; and the 115,000 square-foot Technicolor Building at the Sunset Gower Studios.

The Great Recession slowed down the Hollywood renaissance, but now it is back in full swing. In this newsletter we are proud to profile two projects, which demonstrate the resurgence in the entertainment industry - - **the relocation of NBC to Universal City** and the construction of the prestigious **Emerson College** in the heart of Hollywood. We could have just as easily profiled the \$500 million Boulevard 6200 mixed use project adjacent to the Pantages Theater or the 22 story mixed use project at Sunset and Gordon, both expecting completion in 2014.

We are also starting to see a real paradigm shift. In the 1980's and 90's, much of the growth in the entertainment industry was along the 134 freeway, stretching from Studio City through Burbank and into Glendale. With the advent of true mass transit in Los Angeles, we are now seeing the Red Line become the twenty-first century transportation backbone for the entertainment industry, stretching from North Hollywood, through Universal City into Hollywood, the Wilshire Corridor and Downtown.

What makes us even more bullish on Hollywood are the projects we see lining up for future development; the proposed 1.2 million square-foot, Millennium mixed use project adjoining the Capital Records Tower; the 190,000 square-foot Target anchored retail project at Sunset and Western; the incredible development opportunities atop the Metro Red Line Stations in North Hollywood and Universal City; JH Snyder's 250,000 square-foot spec office campus on Seward; the \$1.6 billion NBC/Universal Evolution Plan of TV and movie production space and theme park expansion; iStar's 442,610 square-foot Columbia Square mixed use project; Kilroy's strategic purchase of the twenty-two story media building at Sunset and Argyle; and the \$700 million Master Plan for Paramount Pictures.

(Outside LA
City)

Entertainment and tourism are already two of the strongest employment sections in Los Angeles and they also have the greatest potential for major growth in the nearby future - - led by Hollywood.

For additional information, please visit www.hollywoodchamber.net.

Emerson College



Emerson College

The new Emerson College facility, located at 5960 W. Sunset Boulevard (CD13) involves the construction of a new 10-story mixed-use trade school building with a total of approximately 115,000 square-foot of total floor area. The building will contain 220 student bedrooms (guest rooms), four faculty/staff apartments, 38,100 square-foot of academic/administrative space, and approximately 6,400 square-foot of ground floor retail space. The building will include a total of 246 parking spaces within three levels of subterranean parking and a portion of the ground floor level.



The building is designed by Pritzker Prize winning architect Thom Mayne, the innovative founder of Morphosis Architect. The iconic building design will serve as a gateway to Hollywood from the Hollywood 101 Freeway via Sunset Boulevard.

The development includes a central core that houses the academic/administrative spaces with two residential towers on the east and west sides that sit atop a one-story base. The two residential towers are linked on the ninth floor by a double-height, truss-supported bridge that supports the mechanical equipment and a film-shooting gallery.

The grand stair spans the first three residential floor levels and leads to an outdoor terrace on the fifth floor providing an outdoor common area for the students.

The new Emerson College facility broke ground in March 2012 and has an anticipated completion date of December, 2013.

For more information, please visit www.emerson.edu/news-events/emerson-college-today/emerson-breaks-ground-los-angeles.

Universal City Broadcast Center



NBC—Telemundo

Located on the Universal Studios lot at the Lankershim Boulevard entrance, BC/Universal's new Universal City Broadcast Center (CD4) will be the West Coast headquarters for the Los Angeles bureaus of NBC News and Telemundo, and KNBC (NBC4 LA) and KVEA, the respective local broadcast stations serving Southern California. The 150,000 square-foot Center will be a 24/7 high-definition facility, incorporating the latest technology to create a world-class home of journalism and digital content creation.

The site, consisting of two twin buildings constructed in the 60's and 70's, previously housed Technicolor. With the departure of Technicolor, NBC Universal began repositioning the space to serve its various news agencies.

With Gensler's architectural design and landscape design by Rios Clementi Hale, the idea is to create a design that not only works within the existing palette and visual language of the Commercial District of the NBC Universal lot, but further reinforces the qualities which are singular to this area of the lot, creating an architectural foundation for the next generation of buildings at the studio.

To physically and visually unify the Commercial District, Gensler and Rios Clemente Hale have created an elevated courtyard terrace and outdoor features that work in tandem with a new pedestrian bridge, enhancing circulation and connecting 'green' zones along the length of the promenade. It is expected that construction will be completed in late 2013.

The Broadcast Center will fully support all four news operations, allowing them to tap into the vast resources of all groups and foster an even greater degree of collaboration between the organizations. The entire workflow of the newsroom will be file-based, and feature the latest technologies and enhancements in keeping with a full-service, multi-platform production facility.

For more information, please visit www.nbcuniversalevolution.com.

Our Mission Statement

The mission of the Department of Building and Safety is to protect the lives and safety of the residents and visitors of the City of Los Angeles and enhance the quality of life, housing, economic prosperity, and job creation. This is accomplished through advising, guiding, and assisting customers to achieve compliance with the Building, Zoning, Plumbing, Mechanical, Electrical, Disabled Access, Energy, and Green Codes; and local and State laws, through a timely, ethical, cooperative, and transparent process for the facilitation of construction and maintenance of commercial, industrial, and residential buildings throughout the City.

To add your e-mail to our distribution list, please [click here](#).

To remove your e-mail from our distribution list, please see below.

Past editions of our newsletter are available on our [website](#).

We want your feedback! Please [click here](#) to submit your comments and/or suggestions.

If you want to comment on the service(s) you received or file a complaint, please call our **Customer Hotline at (213) 482-0056**.

LADBS Newsletter Editors: David Lara & Manuel Garcia

This message was sent to duckworth.donald@gmail.com by:

City of Los Angeles
Department of Building & Safety
201 N. Figueroa Street, Suite 1000
Los Angeles, CA 90012
(213) 482-6800

